

Quarterly Issues  
WCJB-TV  
July - September 2007

I. Health

General concern about health continues to be one of the leading issues in this community. Everything from cures and causes to prevention is of interest.

a. Program: TV20 News – Your Health

Date/Time: M-F 5:30p Newscasts and the next day in the 6-7am  
newscast

Duration: 2 minutes each segment

Description: Various health reports on an on-going basis.

II. Pet Issues

Far too many animals in our area are abused and neglected due to over population and lack of owner education.

a. Program: TV20 News - Adopt-A-Pet

Date/Time: Thursdays 6am newscast

Duration: 2 minutes each segment

Description: Fridays WCJB TV20 News at noon local pets available for adoption are shown.

b. Program: TV20 News – Ask The Vet

Date/Time: Every other Friday at 6am newscast

Duration: 3 minutes

Description: Every Thursday Dr. Sandi Huffman answers viewer questions about caring for their pets.

III. Crime

No issue is more important in today's society than crime. It remains on the top of the list of viewers concerns.

a. Program: North Central Florida's Most Wanted

Date/Time: Sundays 6pm

Duration: 1 minute 45 seconds

Description: Each Sunday the Alachua County Sheriff's Department presents criminals wanted throughout North Central Florida. This public service has been extremely successful in both locating the criminal and having them turn themselves in. Viewers are show criminals and asked to call Crimestoppers with any information that will lead to their arrest.

#### IV. Education

Education consistently shows up at the top of the list of issues that concern our viewers.

- a. Program: TV20 News-Education Report  
Date/Time: M-F in 5:30-6:30pm Newscast  
Duration: 2 minutes each segment

Description: This weekday in-depth report looks at education issues in North Central Florida. Attached is a rundown of subjects and interviewees.

To: karen.woolfstead  
Subject: 3Q Education Report

### 3RD QUARTER EDUCATION REPORT:

JULY 17, 2007

#### CAN A NEW PRINCIPAL FOR HAWTHORNE SPELL SUCCESS FOR THE FAILING SCHOOL?

[CG :2 line\Dr. Robert Craig\Hawthorne Principal]

[CG :2 line\Michael Ludwick\Hawthorne Parent]

[CG :2 line\Matthew Franklin\Hawthorne Student]

[CG :2 line\Patsy Bertuccelli\Hawthorne Parent]

JULY 18, 2007

#### TUITION INCREASES

[CG :2 line\Dr. Jackson Sasser\SFCC President]

JULY 25, 2007

#### BUCHHOLZ TOPS IN MATH

[CG :2 line\David Shellnut\Buchholz High School]

JULY 26, 2007

#### GILCHRIST COUNTY SCHOOLS: TEACHER BOOTCAMP

[CG :2 line\Lynette Langford\Principal, Trenton Middle High School]

[CG :2 line\Dr. Jim Surrency\Asst. Superintendent]

AUGUST 4, 2007

#### WALDO COMMUNITY SCHOOL GIVE-AWAY

[CG :2 line\Thelma Bay\Waldo Community School]

[CG :2 line\Tyler Basinger\Waldo Student]

[CG :2 line\Whitney Taylor\Waldo Student]

[CG :2 line\Jeanne Fuchs\Media Specialist]

[CG :2 line\Tröi Johnson\Waldo Student]

AUGUST 15, 2007

#### GILCHRIST COUNTY SCHOOL TEACHERS RALLY

[CG :2 line\Julie Thomas\Educational Foundation, Pres.]

[CG :2 line\Daniel Freeman\9th Grader]

[CG :2 line\Erica Dahlgren\11th Grader]

AUGUST 16, 2007

#### ONE-ON-ONE WITH SUPERINTENDENT OF SCHOOLS

Dr. Daniel Boyd

AUGUST 20, 2007

#### FIRST DAY OF SCHOOL

[CG :2 line\Blake Oliver\5th Grader]

[CG :2 line\Esther Mauffray\E.S.E. Teacher]

[CG :2 line\Becky Lovell\E.S.E Teacher's Aid]

SEPTEMBER 21, 2007

#### NAACP YOUTH COUNCIL

Dr. Michael Bowie - NAACP President

Xavier Jackson Monroe- Youth Council President

Asia Parham - NAACP Gator Chapter

Ebonie Bryant - NAACP youth

SEPTEMBER 26, 2007

#### CELEBRATING FREEDOM AT METCALFE ELEMENTARY SCHOOL

(Elaine Ward) - teacher

(Jose Ortiz) - ROTC Jr.

Quarterly Issues  
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October-December 2007

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To: KWOOLFSTEAD@wcjb.com  
Subject: [Fwd: EDUCATION STORIES 4Q]

Message-ID: <478643FA.9060500@wcjb.com>  
Date: Thu, 10 Jan 2008 11:12:42 -0500  
From: Stacey Samuel <ssamuel@wcjb.com>  
User-Agent: Thunderbird 2.0.0.9 (Windows/20071031)  
MIME-Version: 1.0  
To: KarenWoolfstead@WCJB.COM  
Subject: EDUCATION STORIES 4Q  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

EDUCATION STORES 4Q:

OCTOBER 10, 2007  
MILLION MINUTES OF READING  
DUVAL ELEMENTARY SCHOOL  
Dr. Leonita McNealy - Principal

OCTOBER, 15, 2007  
SMARTBOARDS: TECHNOLOGY AND EDUCATION  
METCALFE ELEMENTARY SCHOOL

OCTOBER 16, 2007  
CHALLENGE DAY  
Randy Fortes - facilitator  
Nate Williams - senior  
Stacey Shaw - senior  
Travis Butcher - Volunteer

OCTOBER 18, 2007  
CYBERBULLIES (SEE NATAHLIE POZO)  
Dr. Russell Sabella - Florida Gulf Coast Univ.

OCTOBER 30, 2007  
JAPANESE PUMPKINS: WILLISTON H.S.DO RESEARCH  
Amy Howe - FL. Division of Agriculture  
Chris Wilder - Science Teacher  
Wesley Mullins - 11th grade  
George Evans - 10th grade

NOVEMBER 9, 2007  
VET'S DAY CELEBRATION AT LITTLEWOOD ELEMENTARY SCHOOL

file:///C:/DOCUME~1/KWOOLF~1/WCJ\LOCALS~1\Temp\eud7.htm

1/11/2008

NOVEMBER 15, 2007  
INTERNATIONAL DAY AT TALBOT ELEMENTARY SCHOOL

DECEMBER 5, 2007  
BRIGHT FUTURES SCHOLARSHIPS  
Katy Evans - Bright Futures Scholar  
Saranda Murphy - Bright Futures Scholar

DECEMBER 17, 2007  
GATOR BOOK GIVEAWAY  
DUVAL ELEMENTARY SCHOOL  
Micke Pouncey - Gator Football Player  
Maurkice Pouncey - Gator Football Player  
Jacquette Rolle - Duval Reading Coach  
Margaret Stack - Asst State Atty.  
Bill Cervone - State Atty.  
Brandon James - Gator Football Player

DECEMBER 18, 2007  
DUVAL ELEMENTARY SCHOOL AND SHANDS AGH HOSPITAL  
BUSINESS PARTNERS GIVE CHRISTMAS TREES AND PRESENTS  
Tamela Craig - Raising 2 children at Duval  
Grace Chesser - Shands AGH Coordinator

DECEMBER 20, 2007  
ELEMENTARY STUDENT RAISES MONEY FOR DEPT. OF CHILD AND FAMILIES  
BELL ELEMENTARY SCHOOL  
Destinee Estes - 5TH Grade student  
Steve Lamprose - Dept. Of Children and Families